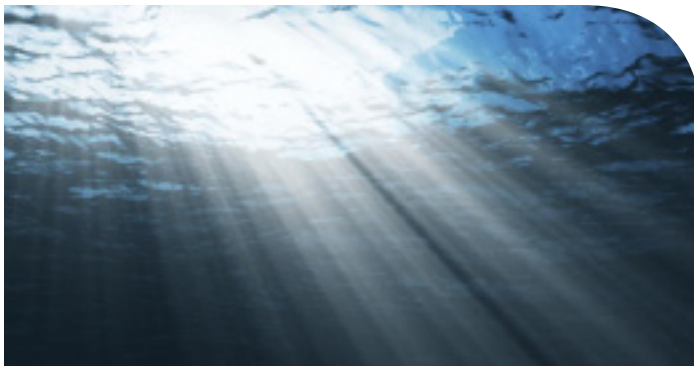


## Profitable Pathways to Sustainability

Sustainametrics is a sustainability intelligence and consulting firm serving small-mid-sized businesses and government entities. We believe that building business value and mitigating risks through sustainability is the best way to achieve the strategic goals of your organization. Services include sustainability plan development, carbon and water foot printing, material and energy efficiency, green product design and certification, market research, branding and communications.



### The Sustainametrics Edge

Our mission is to help our clients thrive in a rapidly changing world that demands a broad systems perspective, specific client insight, innovation, flexibility, and action.

Sustainametrics professionals help you anticipate changes in local and global regulations, customer expectations, supply chain issues, and the cost of doing business in a resource constrained world.

Our experts design collaborative implementation plans that utilize proven solutions and best practices for maximum competitive advantage.

We advise on metrics that make sense for your business to monitor and drive effective behavior change and enhanced performance.

We facilitate buy in from internal and external stakeholders to ensure the ongoing execution of plans.

### STRATEGIC PLANNING

- Management workshops (Greening your Business, Business Case for Sustainability)
- Assessments/Benchmarking, metrics
- Sustainability Reporting, GRI reports, Dashboards
- Regulatory, Compliance and Legislative issues
- Business Models, Projections
- Stakeholder mapping/needs/engagement

### GREENHOUSE GAS MANAGEMENT

- Carbon footprinting-inventories, mitigation, reduction
- Carbon markets - offsets, credits
- Greenhouse Gas Mitigation Plans
- Climate change planning and programs

### GREEN CERTIFICATION

- Certification requirements, assessments, documentation, application, and fulfillment assistance
- USDA Organic
- LEED
- US EPA Energy Star
- Green Seal for industry or geographies, associations and groups

### ENERGY MANAGEMENT

- Energy audits and efficiency plans
- Management of Energy Purchasing and Sale
- Commissioning
- Efficiency Retrofits (HVAC etc.)
- Renewable Energy Options

### MATERIAL AND RESOURCE EFFICIENCY

- Waste Audit and Reduction Strategy (packaging, process, etc.)
- Lean manufacturing
- Recycling and Reuse programs
- Sustainable product design

### GREEN PRODUCT DESIGN, DEVELOPMENT, MARKETING AND BRANDING

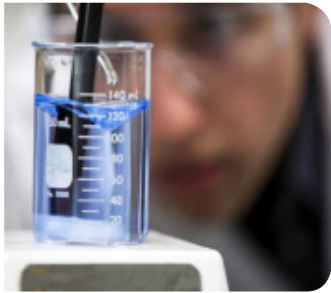
- Design for DfE, DfR, DfD, DfS (Design for Environment, Recyclability, Disassembly, Serviceability)
- Green Marketing Research/Planning
- Product Marketing Mix And Launch
- PR/Promotion

### SUPPLY CHAIN MANAGEMENT

- Standards Creation
- Sustainable Purchasing Policy
- Walmart Compliance
- Ethical Supply Chain Policy and Compliance

### Approach

We believe that what gets measured, gets managed. If appropriate, we start with a comprehensive assessment to identify a base level of compliance and strategic opportunity.



We then move into a design and implementation phase which embeds sustainable operating practices into the enterprise. This typically includes Web based software tools, training, carbon and waste reduction strategies. Based on your company's needs we develop

customized reporting and monitoring systems with key performance indicator (KPI) dashboards including a collaborative platform for project content sharing/reporting. It also includes stakeholder feedback results that reveal the affect of initiatives on customers, suppliers, NGOs, opinion leaders, employees, as well as overall brand equity.

### Your Benefits

**Cost savings:** Only 6% of materials end up in product, on average. Waste reduction represents a huge opportunity, and a Lean strategy is a perfect framework to reduce costs, operate in a more environmental responsible way, and take a company beyond regulatory compliance by embedding sustainability as core strategy. We focus on applying Lean concepts to identify and reduce waste throughout the enterprise, increase profits, and build brand equity.

**Energy efficiency:** Energy audits and carbon foot printing can identify the easy to implement savings that can be derived by such actions as lighting conversion to CFL's or LED's, weatherization, retrofits, Energy Star equipment purchases, employee carpooling, less packaging, closer supplier proximity, greener information technologies, business travel reduction using virtual meeting technology, and solar and wind based electricity generation.

**Risk avoidance:** Compliance with statutory regulations is the first step to avoiding penalties, negative press and keeping executives out of jail. Anticipating and developing strategies for impending regulations is a way to avoid costs and gain advantage over competition.

**Revenue Enhancement:** A growing customer preference for sustainable products and services represents opportunities for innovation and market share growth.

**Product and Service differentiation:** Design for sustainability methods allow companies to realize cost savings and differentiate products and services to satisfy customer expectations for minimizing environmental impact.

**Supply chain optimization:** Collaborating with suppliers on green initiatives helps mitigate the overall regulatory risk, increase control on supply chains, generate cost reduction opportunities, and enhance responsiveness to market changes.

**Transport costs optimization:** Substantial benefits are derived from optimizing transportation logistics, including energy use during tendering and dispatching loads.

**Materials risk mitigation:** Reductions of energy and raw material consumption bring costs down and assure a higher resiliency to energy and raw material price volatility.

Sustainametrics provides consulting expertise, web based tools and knowledge bases to businesses and government agencies to help them achieve high sustainability performance. Services include research/planning and assessments, energy/climate program planning, foot-printing, water/carbon/waste reduction, environmental risk mitigation, eco-market opportunity analysis and strategies for revenue growth, green product brand enhancement, organizational change management/training on best practices in sustainability.

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